

**Testimony  
in Support of:**

HB 6519 - AN ACT CONCERNING THE LABELING OF GENETICALLY ENGINEERED FOOD

HB 6527 - AN ACT CONCERNING GENETICALLY ENGINEERED BABY FOOD.

03/14/13

To: Public Health Committee

From: Jiff Martin, 99 Dog Lane, Mansfield, 06268

I am writing to express my strong support of the intent and policy laid out in HB 6519 and HB 6527, both of which will assure consumers of their right to know whether a product contains genetically engineered contents.

Both of these bills achieve the following:

- Set forth reasonable timelines for the policy to be enacted so that retailers can make necessary changes to their labeling systems
- Set forth strict financial penalties for violations which will function as a real deterrent
- Establishes a uniform and clear message for consumers by assigning the phrase: "produced with genetic engineering."
- Provides a firm and consistent policy on labeling without special exceptions to any industry
- Ensures that both "natural" and "organic" labels will – as they are commonly perceived by consumers -- convey that there is no genetically engineered content

HB 6519 and HB 6527 are critical policy reforms for consumers that are continuously deceived and misled by food industries. Our current food system delivers low cost, efficient, safe food, but it does so without any regard to sustainability, long-term public health and well-being, nor does it reflect the true cost of food. In the absence of stronger federal policy that favors consumers right to know, Americans will need sensible policy from state leaders to improve transparency in a marketplace that for decades has thrived by misleading consumers into buying an astonishing volume of foodlike substances.

I URGE you to support this very SENSIBLE course of policy for residents and eaters in our state.

Sincerely,



Jiff Martin